

The 2023-2024 Fluency Report: Mental Health

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Meet the Teams

The Impact of Loneliness Post-Pandemic and Immersed in the Upcoming Political Election



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Examining Connectivity and Mental Health Amongst Generation Z and Millennials



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Executive Summary

The Real Chemistry Emerging Insights Lab, a collaboration between Real Chemistry and the S.I. Newhouse School of Public Communication, is a research center specializing in analytics, artificial intelligence, and digital media for various communication purposes.

Three separate studies were conducted through the Real Chemistry Emerging Insights Lab in the 2023-2024 academic session, examining a wide range of relationships between mental health, media, and generational impact. Each study investigated distinct relationships, providing in-depth analyses and takeaways for their research.

The Impact of Loneliness Post-Pandemic and Immersed in the Upcoming Political Election

Researchers: Amy Barone, Abbie Kludt,
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and Lihan Wang



Executive Summary

The Real Chemistry Emerging Insights Lab, a collaboration between Real Chemistry and the S.I. Newhouse School of Public Communication, is a research center specializing in analytics, artificial intelligence, and digital media for various communication purposes. Our team is particularly interested in studying the effects of mental health on different U.S. generational groups in the aftermath of the COVID-19 pandemic and the intersection of U.S. politics. The research focuses on two generational cohorts, Generation X (1965-1980) and Generation Z (1997-2012), to explore the impact of mental health post-pandemic and in the context of the U.S. 2020 election year, as well as the upcoming U.S. presidential election in fall 2024.

Situation Analysis

- Loneliness emerged as a focal point in our mental health research, with the CDC revealing that more than 1 in 5 adults and youth experience debilitating mental illness. U.S. Surgeon General Vivek Murthy identifies loneliness as a public health crisis, affecting 58% of adults, with higher rates among underrepresented racial groups and individuals with lower incomes. Notably, young adults (18-24) are twice as likely to be lonely (79%) compared to seniors (41%), emphasizing the urgency of exploring loneliness within the context of mental health.
- Loneliness, often overlooked as a mental health risk factor, is comparable to smoking and obesity in its negative consequences, with evidence indicating a 50% (up to 80% for chronically lonely) higher all-cause mortality rate for lonely individuals, particularly impacting those with physical health issues (Lampraki, Hoffman et al, 2022; Buechler, 2022).
- Research indicates that men and women have similar rates of loneliness, with 57% of men and 59% of women reporting loneliness, showing a spike in loneliness for men in 2019. Gender dynamics, particularly in Generation X, impact loneliness levels, with 65% of parents feeling lonely compared to 55% of non-parents, and mothers experiencing higher loneliness rates (69%) than fathers (62%). Single parents, constituting over 77% of lonely individuals, face heightened loneliness despite living with children, and they have a loneliness score of 48.2, surpassing the loneliness levels of those who live alone (MultiVu, Buechler, 2022).
- Amid the pandemic, vulnerability to loneliness is heightened, particularly within communities of color, as evidenced by high loneliness rates among Hispanic and Black/African American adults, with additional concerns about severe illness and death rates being higher for racial and ethnic minority populations during public health emergencies (National Alliance on Mental Illness, Buechler, 2020).
- Exploring the habits, beliefs, and demographics of Generation Z (1997-2012) reveals critical insights into the current state of loneliness amidst post-pandemic outcomes and an impending U.S. political election, with this generation comprising 20.88% of the population and having a racially/ethnically diverse composition, where those identifying as Hispanic constitute the largest group at 38%, and, notably, when confronted with stress, 70% of Generation Z individuals prefer private prayer over other coping mechanisms like listening to music (Statista, 2019, 2023).

Situation Analysis continued.

- Research assessing the post-pandemic impact of COVID-19 on U.S. populations reveals disparities between Generation X and Generation Z in their ability to cope, with 29% of Generation X reporting they are coping "very well" compared to 31% of Generation Z, and a PBS survey highlighting that 24% of Generation Z feels they are not coping well, a higher percentage than the 15% reported by Generation X, suggesting that younger age groups, particularly those aged 18-23, may be more significantly affected by the pandemic as it represents their first major crisis (Birnstengel, 2020).
- The COVID-19 pandemic brought about a significant and concerning increase in loneliness, attributed to imposed social distancing, lockdowns, and home office orders that resulted in a reduction of habitual and casual in-person interactions, particularly affecting face-to-face communication with non-household significant others such as older parents, adult children, and friends, leading to high levels of loneliness documented since the start of the pandemic (Lampraki, Hoffman et al, 2022).
- As the upcoming fall 2024 presidential election approaches, our research has unveiled key political issues that resonate with both Generation X and Generation Z, encompassing topics such as reversing Roe vs. Wade, gun violence/control, bodily autonomy/trans rights, and disinformation, providing valuable insights into the priorities of these cohorts and their connection to U.S. political issues. Notably, the U.S. Census Bureau highlights the significant surge in voter participation during the 2020 election, with 17 million more people voting than in 2016, and our findings indicate that while Generation X voters appear politically divided, with 48% leaning toward the Democratic Party and 43% toward the Republican Party, females across all generations, particularly Black/African Americans, Asian Americans, and Hispanics, continue to show overwhelming democratic affiliations (Pew Research Center, Fabina, 2018, 2021).
- Research reveals "48% of white women affiliate with or lean toward the Democratic party while 37% of white men do so" (Pew Research Center, 2018). Black voters, similarly showcase a gender gap like that of whites: 87% of black women vs. 79% of black men affiliate with or lean toward the Democratic party while Hispanic voters identified 66% of women and 58% of men affiliate with the same party (Pew Research Center, 2018).

Demographic Analysis

Gender: Generation X and Generation Z are roughly even split between female and male gender. The effect of loneliness on individuals vary widely and one factor include the age gap.

Age: Mothers, especially in single-parent households, have higher levels of loneliness. Younger members of Gen Z are more vulnerable because of being challenged with transitioning to adulthood and establishing social connections. Other members of Gen X experience loneliness because they are facing midlife crises or caregiving responsibilities for the Baby Boomers.

Education Level: Only 32% of people in Generation X have earned a bachelor's degree or higher while 22% have some type of technical or vocational education degree. Gen Z is either in or finishing their educational careers. **Income Level:** Gen X is in mid-to-senior level positions and others are still in the process of building their careers. Gen Z went through a life-changing experience and are at the early career stage and income levels are increasing. **Family Size:** Generation X prioritized their education and career, causing a delay in starting a family. Generation Z is beginning relationships and thinking about forming families.

Location: Generation X seems to migrate towards that economy. Most of Generation Z is still being cared for by a parental unit. This younger generation prioritizes affordable housing, social movements and vibrant ways of life.

Ethnicity: Generation X is an even split between all races. Generation Z saw a higher impact of loneliness in the Hispanic and Black races.

Lifestyle Preferences: Generation X greatest struggles are a work-life balance, financial responsibility, parenting and new technology. Generation Z prefers activism, using digital technology, education and they thrive off entrepreneurship. Their lifestyle is very limited because they are still living with rules under their parents' homes.

Research Objectives

1. We seek a **deeper understanding** of feelings/emotions of loneliness (degree to which) **Black/African American** Generation X and Z were impacted post pandemic and with the upcoming US election cycle.
2. Discover how generational cohorts X and Z's negotiate loneliness in light of **political, social and cultural challenges** for Black/African American **females**: to what degree does the current U.S. landscape present circumstances that affect these communities?
3. Reveal how they deal with **post-pandemic impacts of isolation/seclusion**; with the rise of loneliness and the U.S. Surgeon General calling for awareness of loneliness as an epidemic, what physical ailments do these community members endure as a result or in tandem with loneliness?

Research Methodology

The primary research methodology employed is social listening, conducted through Brandwatch, complemented by content analysis and an online survey. Social listening was chosen to gauge pre- and post-COVID-19 sentiments and identify predominant communication platforms, aiding in the selection of relevant outlets for content analysis regarding the upcoming US Election and COVID-19, enhancing the understanding of news coverage and public discourse.

Our team aims to delve deeper into the perception of loneliness within specific generational cohorts, examining the language individuals use to describe their emotions and exploring potential links to physical ailments, including premature death, higher rates of depression, anxiety, suicide, dementia, and heart disease. This investigation will consider the intersectionality of age, race, gender, education level, and socio-economic status to gain a comprehensive understanding of these groups, taking into account the impact of loneliness post-COVID-19 and its potential implications for the upcoming 2024 US election.

Research Analysis

The content in videos like "Both Loneliness is causing our physical and mental health to suffer" and "Mental Wealth: COVID's impact on Mental Health in the Black Community" on YouTube, as well as articles from Essence and Healthline.org, highlights the significant impact of loneliness and mental health issues, particularly on Black women, during the COVID-19 pandemic. The videos and articles discuss the connection between social and economic anxieties and mental health struggles, emphasizing the heightened rates of loneliness among African American and Black females. Additionally, studies, such as those from ProQuest Articles, delve into the broader implications of delayed medical care and food security on the mental health of African Americans, emphasizing the intersection of poverty and health issues in minority communities.

Social Listening & Content Analysis

1. Social and economic anxiety is a key determinant of depression in Black and African American women.
2. The pandemic was characterized by distance and isolation, increasing widespread loneliness concern.
3. Financial decline and health issues were strong factors in mental health.



Recommendations

Recommendations

- **Targeted Loneliness Campaigns:**
 - Develop campaigns targeting loneliness, given the high percentages (73.7% Gen Z, 68.2% Gen X) reporting feelings of loneliness.
 - Emphasize the significance of strong social connections, particularly for Gen Z, by creating online communities, facilitating open conversations, and offering virtual support groups.
- **Tailored Mental Health Support:**
 - Recognize divergent preferences in seeking mental health help (44.0% Gen Z, 53.8% Gen X prefer independence).
 - Highlight accessibility and benefits of self-help resources for independent seekers, stress involving family and friends for Gen Z, and emphasize professional counseling for Gen X (34.4% seek formalized support).
- **Holistic Well-being Collaboration:**
 - Collaborate with primary care providers to emphasize the interconnectedness of physical and mental health.
 - Stress routine health check-ups (40.20% reported good physical health) and promote discussions about both physical and mental health during appointments.
- **Generation-Specific Communication Channels:**
 - Tailor messages to preferred communication channels (in-person visits for Gen X, leveraging family and friends for Gen Z).
 - Foster a more integrated and comprehensive approach by addressing specific needs of each generation.
 - Integration of social media as the preferred method of information gathering
- **Political/Sociological issues:**
 - CSA in issues important to demographic: "gun violence" (Gen Z 60.0%/Gen X 68.1%), "healthcare" (Gen Z 56.0%/Gen X 68.1%).
 - Social advocacy efforts tailored to social causes demographic is most concerned about.

The Study of Baby Boomers' and Generation Z's Attitudes Towards Generational Mental Health Dynamics

Student Researchers

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Research Focus

The purpose of this research is to compare and contrast how different historical events have impacted Generation Z members' and the Baby Boomers' attitudes towards mental health and how those attitudes have guided members of these generations to feel about medical experts and the technology that they use to deliver their services in the post-COVID era.

Methodology

Social Listening

- Brandwatch

Social Media Analysis

- Analyzed 30 social media posts and articles

Focus Group

- 8 participants
- 4 Baby Boomers
- 4 Gen Z

Qualtrics Survey

- 208 total respondents

Demographics

General Demographics

Gen Z {18-26}

- Limited age range to exclude minors

Baby Boomers {68-77}

- Limited age range to match Gen Z

Survey Demographics

- 73.08% Gen Z, 26.92% Baby Boomers

Key Findings - Impact of Historical Events

- **The mental health of Generation Z members is more likely to be impacted by historical events that disrupt their individual lives respectively, while Baby Boomers' mental health is more likely to be affected by historical events that negatively impact society on a general level.**
 - Generation Z participants tend to care more about historical events that they have to address directly in taking some sort of immediate action.
 - Boomers on the other hand, tend to care more about historical events that posed a greater risk to society at large, though they personally may not have had to act in response to the event occurring.
- **The majority of both Gen Z and Baby Boomer participants of the survey claim the COVID-19 pandemic as the most impactful historical event they have lived through**
 - Significance is placed on **Gen Z not having the full experience of another major historical event** the way Baby Boomers have.
 - **Baby Boomers are more likely to place a priority on their physical health**, explaining why the pandemic also left a significant impact.

Key Findings - Perception of Medical Expertise

- Members of the Generation Z and Baby Boomer generations' opinions of medical experts are somewhat influenced by how mental health discussions are integrated into an individual's immediate community.
 - Immediate Community: A group made of family or friends of an individual, who the individual is frequently in contact with
 - Generational members must first be comfortable with discussing mental health topics within their friends and family, before they are comfortable enough to have these discussions with mental health professionals.
- **The ways in which mental health are discussed and accepted within individuals' immediate community (Q10) is correlated to their perceived knowledge of mental health topics (Q12).**
 - **Respondent percentages are within 1% of each other**
 - Similar percentages are reflected in questions that ask about how the respondent perceived their mental health to be affected within certain contexts (see Q17a)
- **Q20 and Q23 responses are within 1% of each other, indicating those who indicated their mental health is negatively affected by social media may have also indicated that they did not trust advice provided by medical experts. (Joint finding)**
 - Q10 and Q12 response percentages are within 5% of Q20: Do you trust the advice given to you by medical experts? AND Q23: Has social media impacted your mental health negatively?

Key Findings - Technology in the Post COVID-19 Era

- **The majority of Gen Z respondents recognize that social media has affected their mental health in the post COVID-19 era.**
- **A majority of Baby Boomers claimed social media does not negatively impact their mental health as much.**
 - Due to lower rates of Baby Boomers using social media
 - "We don't depend on things like this..." -Baby Boomer participant from the focus group
 - They do indicate some level of mental distress associated with social media as portrayed in Q23a
- **Those who claimed social media affected their mental health negatively, did not necessarily claim screen time was the cause, meaning the content or format of the platform could have been the cause (Q23 and Q21p.1)**
- **Q20 and Q23 responses are within 1% of each other, indicating those who indicated their mental health is negatively affected by social media may have also indicated that they did not trust advice provided by medical experts. (Joint finding)**

Recommendations



General Recommendations

- Personalized Middleman
 - Online platform for users to receive referrals and find the counseling/therapy service right for them in their preferred location
 - Personalized "Cold calling" for Boomer respondents
- Develop PSAs and social media content showing how to educate and break the stigma on mental health
 - Present mental health topics and services in a generally positive light when advertising on social media and traditional media platforms

Recommendations for Baby Boomers

- Communications practitioners should use traditional media to educate Boomers on mental health (topics and resource education}
- Organizing a state or region specific service that employs communication practitioners who are able to check-in with and schedule appointments for Boomers on an individual basis (a personalized middle man}
 - Online platform for users to receive referrals and find the counseling/therapy service right for them in their preferred location
 - Cold calling" Boomers in a way that is more personal to their experiences and educating them as to the mental health resources that are available
- Healthcare practitioners should create generation-specific group therapy sessions to allow members of the Baby Boomer generation to discuss mental health with people that have similar experiences

Recommendations for Generation Z

- Healthcare practitioners should collaborate with educational institutions to educate Generation Z members in regards to mental health
- Integrating a version of the group therapy sessions into an educational setting, as children, teens and adults are attending school.
- Communications practitioners should encourage families to take advantage of mental health resources and expertise for their children, while their children are young.
 - It is important that the child, teen or adult personally understands and further enjoys interacting with mental health resources at an age in which they're actively building their own perception of mental health topics.
- Communications practitioners should advertise these services to Generation Z members on social media, where they indicate their mental health is usually
 - negatively affected.

Examining Connectivity and Mental Health Amongst Generation Z and Millennials

Research Team:

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Nyah Jones

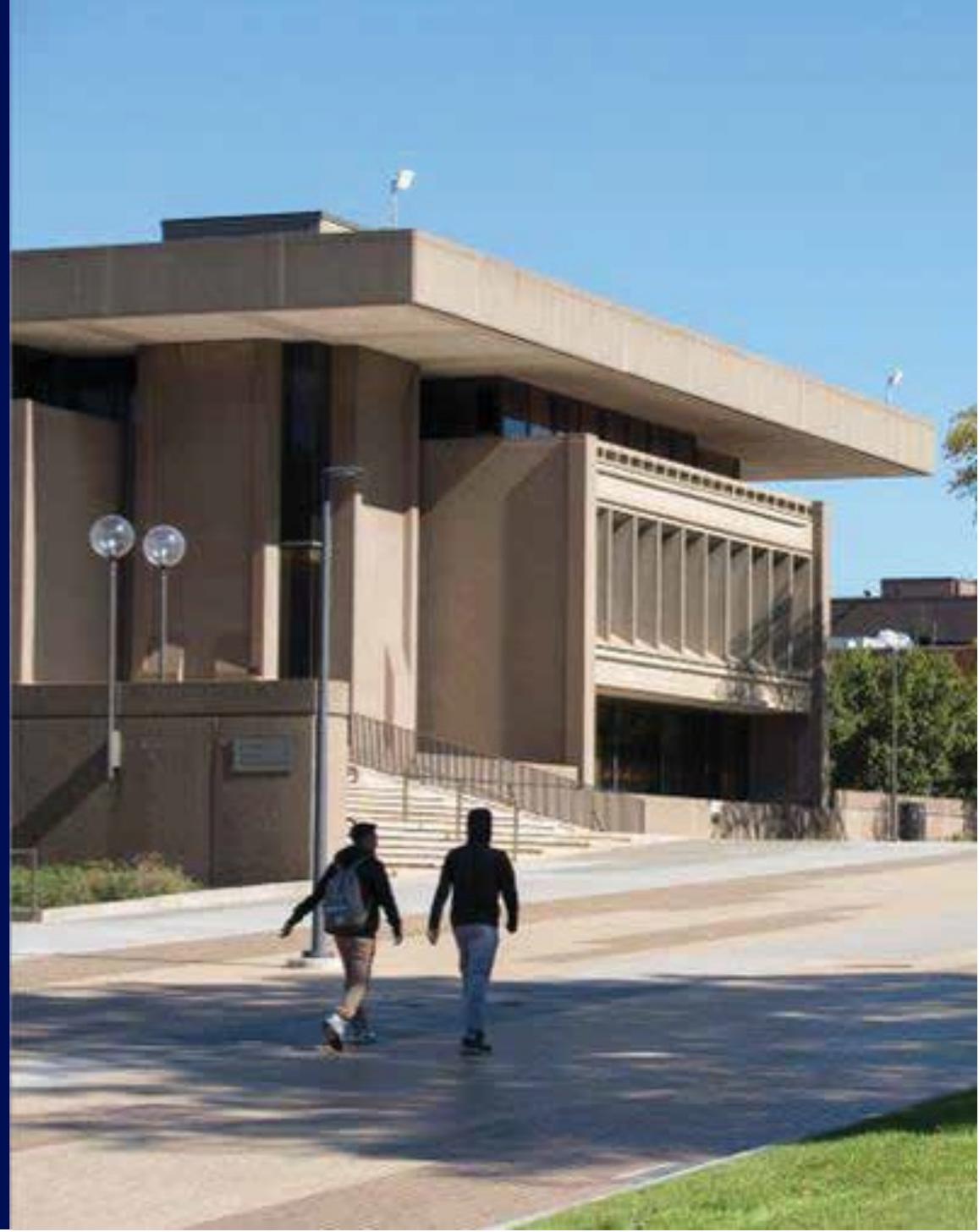
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Examining the Situation: Connectivity



Secondary Research

- Since the COVID-19 pandemic, several studies have been conducted examining changes in human behavior. Three years following the start of the global pandemic, there has been a shift in the ways in which members of our society are constantly connected.
- Today, social media is a news source, Zoom is the new office, and doctors can be reached by telephone or video chat.
- For some, this idea of technological accessibility is still new, but for Generation Z and Millennials, technology was fostered into their daily routines at a younger age.

Q: With almost everything being accessible through a screen, how has constant connectivity impacted the mental health of Generation Z and Millennials?

Secondary Research: Defining Connectivity

- When examining the following research, “connected” can be referred to any time spent in front of a digital screen.
 - This can include: Television, social media, video games, online videos or e-books.
- According to TIME, average screen time for adults in the U.S. and other countries increased 60-80% from before the pandemic (Serrano, 2022).
- Studies have linked high levels of screen time to negatively affect mental health amongst Generation Z, however research is still lacking for the Millennial generation: “Many researchers believe that excessive screen use may not be as damaging to adults, but the impact hasn’t been studied as extensively. Recent research has found that it can still have damaging consequences, such as digital eye strain, impaired sleep, and worsened mental health,” (Serrano, 2022, lines 12-14).
- By researching the different lifestyle habits such as average amount of screen time, and other shared experiences of Generation Z and Millennials , this concept of constant connectivity can be examined further.
 - **Through our primary research, our team identified two shared experiences between Generation Z and Millennials**
 - **Growing up with social media**
 - **Working or completely schoolwork remotely**

Secondary Research: Shared Experiences

- **Social media**

- On average, Generation Z spends an extra hour engaging on screens than Millennials (Flynn, 2023). Moreover, studies have shown that specifically Generation Z is susceptible to experiencing mental health concerns due to content on social media.
- Large impact from influencers on Generation-Z's perceptions of body image, perfection and what success looks like.
- In comparison, when examining Millennials' social media habits, 42% of millennials haven't gone more than 5 hours without looking at social media, and younger millennials check their phones around 150 times a day, significantly higher than the average of 58 (30+ *Average Screen Time Statistics for 2023*, 2023).
- Over half of millennials have woken up to check their phone in the middle of the night.

- **Remote Work**

- According to Forbes, most millennials will not even consider a job that does not offer remote work (Bacher, 2023).
- Meanwhile, only 27% of Generation Z prefers remote work (Bacher, 2023).
- When it comes to achieving work-life balance, a study revealed that working remotely offered some positive trends such as higher productivity. However, the study also revealed that remote workers were more inclined to work an extra day a week due to the remote environment (Bacher, 2023).
- These statistics are especially important to consider when examining the mental health trends of Millennials and Generation Z, whether remote work is improving or hurting their mental health.

Secondary Research: Examining Mental Health Amongst Generation Z

- According to CNN, “Only 41% of Generation Z members aged 18 to 26 are thriving, according to the study, while millennials at the same age were thriving at a rate of about 60%” (Shoichet, 2023).
- **Attitudes**
 - Generation Z is generally more aware of their mental health issues and are willing to seek help for those issues
 - In 2022, a survey collected data that stated that 42% of Generation Z ages 19-24 have been diagnosed with a mental health condition (Laderer, 2023).
 - The most common diagnoses for this age group are anxiety, depression, ADHD, and PTSD (Laderer, 2023).
- **Attributing factors to declining mental health**
 - Generation Z may be struggling more with their mental health because of their collective trauma as a generation
 - Not only are major world events a norm, this generation has grown up around social media and has been desensitized to these types of events.

Secondary Research: Examining Mental Health Amongst Millennials

- Overall, there is an increase in mental health disorders and feelings of dissatisfaction amongst Millennials since the Covid-19 Pandemic, with 92% reporting that their mental health has declined or worsened (Avenaim, 2023).
- Millennials have experienced an increase in depression, anxiety and alcohol use disorders (Avenaim, 2023; “Impact of Mental Health for Millennials,” 2022)
- Millennials have experienced a 34% increase in alcohol consumption and a 16% increase in non-medical drug use since the COVID-19 pandemic (“Millennial Health: Trends in Behavioral Health Conditions,” 2020)
- **Attitudes**
 - Many Millennials feel there is still a large stigma surrounding the topic of mental health (Avenaim, 2023).
 - According to Avenaim, nearly 50% of participants said they had a hard time deciding to seek professional help (Avenaim, 2023).
- **Attributing factors to declining mental health**
 - Millennials are attributing to the worsening of their mental health are social media, financial debt, burnout and job market stress (Avenaim, 2023; “Impact of Mental Health for Millennials,” 2022).
 - “They are also spending more time studying outside work hours than their predecessors in their efforts to find the right career path,” (para. 26)
 - Many Millennials have reported that constant connectivity has negatively impacted their mental health, specifically related to the fear of missing out, due to social media (FOMO).

Secondary Research: Impact of COVID-19 and the United States Political Cycle

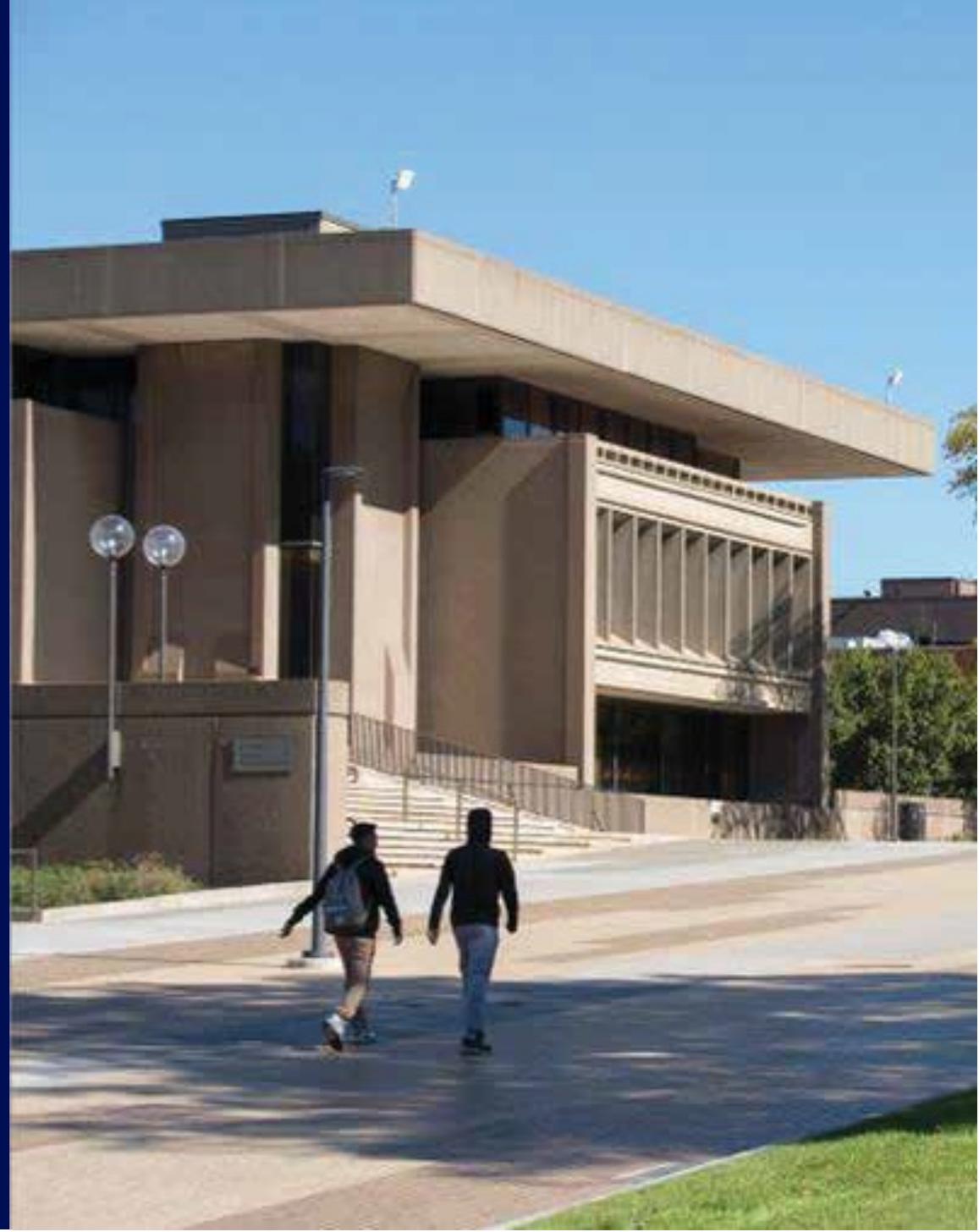
- **COVID-19**

- The COVID-19 pandemic had a direct impact on Americans' screen time.
- Beyond social media and phone usage, overall remote work emerged from the pandemic as a solution to government shutdowns, resulting in cultures of hyperconnectivity.
- Individuals belonging to both Generation Z and Millennial generations found that they are using social media at higher rates following the pandemic.

- **U.S. Political Cycle**

- Growing connectivity has affected both Gen Z and Millennials' view on the current political cycle in the U.S., especially after COVID-19 pandemic.
- Many members of Generation Z were new to the voting booth.
- For both generations the COVID-19 pandemic forced political issues to encroach into all spaces of life due to increased connectivity, sheltering in place, social media, and remote work. This has impacted the way they view the American political system.
- As reported by the New York Times, "Generation Z and young Millennials hold the fate of Congress in their hands. Their message to all of us is clear: The systems we have built cannot meet the challenges of our times and guarantee even basic rights to many of its people. Young voters are stressed. They are angry," (Della Volpe, 2022, para. 19).

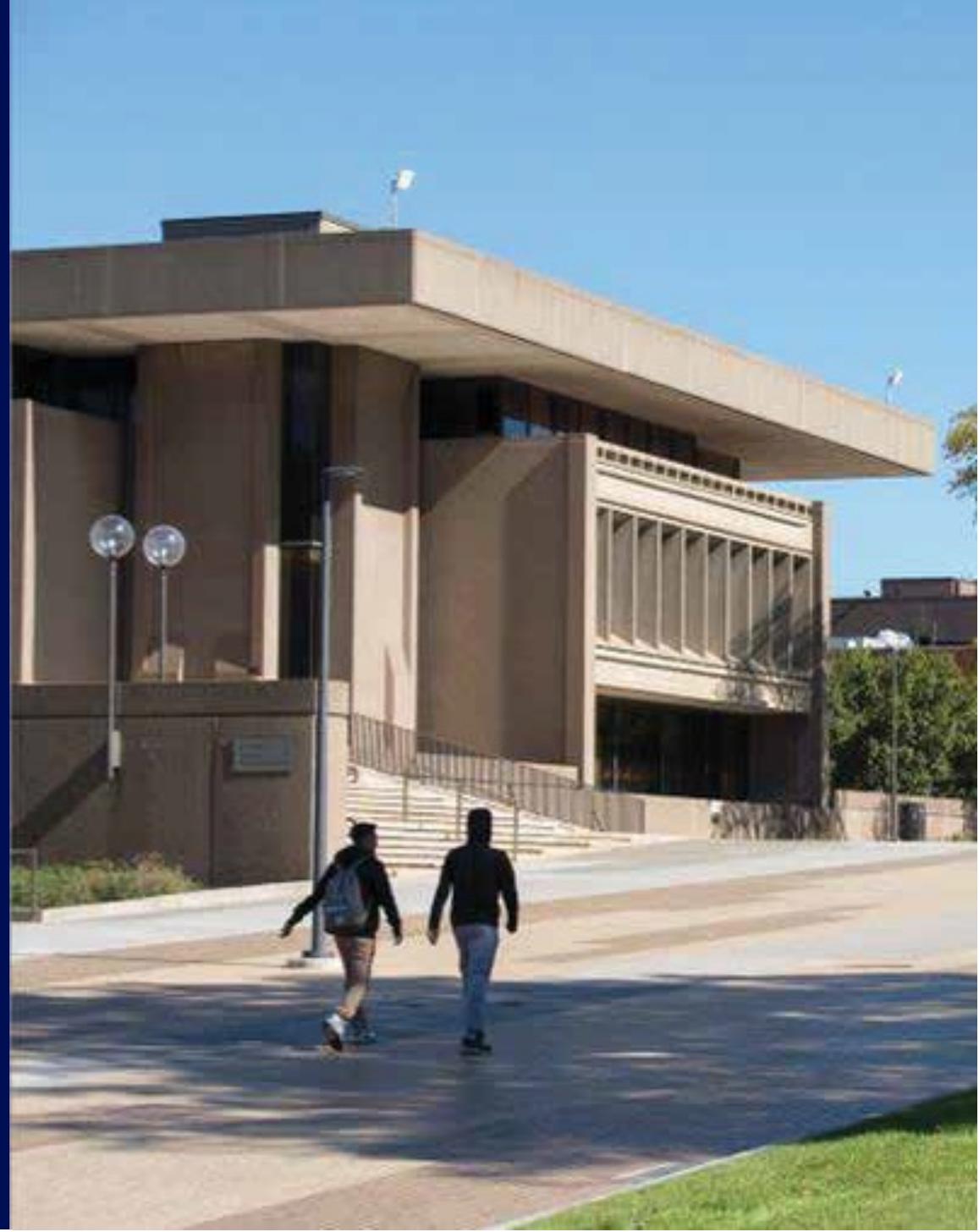
Research Objectives



Research Objectives

1. Examine how constant connectivity through social media has affected the mental health of Generation Z and Millennials.
2. Examine how constant connectivity through remote work has affected the mental health of Generation Z and Millennials.
3. Establish the connection between the rise in anxiety and depression amongst Generation Z and Millennials in relation to constant connectivity and COVID-19.
4. Establish the connection between the rise in mental health conditions amongst Generation Z and Millennials in relation to constant connectivity and political turmoil.

Research Methodology



Research Methodology

1. Brandwatch
2. Social Listening & Content Analysis
3. Online Survey: Qualtrics
4. Focus Group & Interviews

Research Methodology: Brandwatch

- Brandwatch was selected to gain insights about keywords surrounding our topic of research, as well as the sentiment of conversations.
- Sentiment was gathered between January 2020 and July 2023
- Key words that were utilized included: "Mental health," "social media," "remote work," "connectivity," "screen time," "COVID-19," and "political cycle."
- These findings allowed us to learn what emotions were attached to social conversations among Generation Z and Millennial individuals surrounding mental health, constant connectivity, the COVID- 19 pandemic, and the United States political cycle.

Research Methodology: Social Listening & Content Analysis

- Our initial research suggested that Generation Z and Millennials are actively engaged on social media more than other generations. Therefore, we conducted a social listening analysis, utilizing popular social media platforms amongst Generation Z and Millennials, to understand what conversations and information these generations are engaging in and digesting.
- We analyzed posts on different social media platforms to gather sentiment surrounding constant connectivity, remote work, COVID-19, and the United States political cycle.
 - Social platforms used: X, Facebook, Instagram, LinkedIn, and Reddit
 - Posts must be from members of Generation Z and Millennials
 - Posts must be posted within the last year
- Utilizing a coding system, we measured:
 - Sentiment (Positive, negative, or neutral)
 - Sentiment of keywords and any imagery or video content (if applicable)
 - Date & location

See Appendix A for coding sheet

Research Methodology: Online Qualtrics Survey

- Our group chose to conduct a Qualtrics survey to gain a wider range of opinions and insights from Generation Z and Millennial members regarding their mental health. The goal was to examine how their mental health is affected by constant connectivity, the COVID-19 pandemic and the United States political cycle.
- Participant requirements:
 - Must be members of Generation Z or Millennials
 - Must be 18 years-old
 - Must have experience with remote work or school
 - Must have obtained a bachelor's degree, or is currently pursuing a degree
 - This parameter was included due to the high likeliness that someone who has a college degree or is pursuing one has also engaged in remote work or school, due to accessibility and the COVID-19 pandemic
- In addition to our demographic parameters, we deleted all responses from individuals who took less than one minute to complete the survey or failed the attention checker question.
- After filtering through all responses, we ended up with 133 valid responses for analysis.

*See Appendix B
for survey questions

Research Methodology: Focus Group

- Our team utilized a focus group to be able to conduct an open and honest discussion among members of Generation Z regarding their perceptions of mental health, constant connectivity, COVID-19, and the United States political cycle.
 - Purpose: To gain an understanding of the sentiment of our topics that can only be obtained through real-time conversation
 - Eight members of Generation Z participated in the focus group.
- The focus group allowed us to gain a greater understanding of how members of Generation Z feel about how connected they are and the impacts of COVID-19, remote work and political turmoil on their mental health.
- We were able to ask open-ended questions and facilitate an engaging discussion to get feedback from our participants.
- As a result, we gathered insights that were not present in the initial research, building upon current findings.
 - Participant requirements:
 - Must be members of Generation Z
 - Must be 18 years-old
 - Must have experience with remote work or school
 - Must have obtained a bachelor's degree, or is currently pursuing a degree

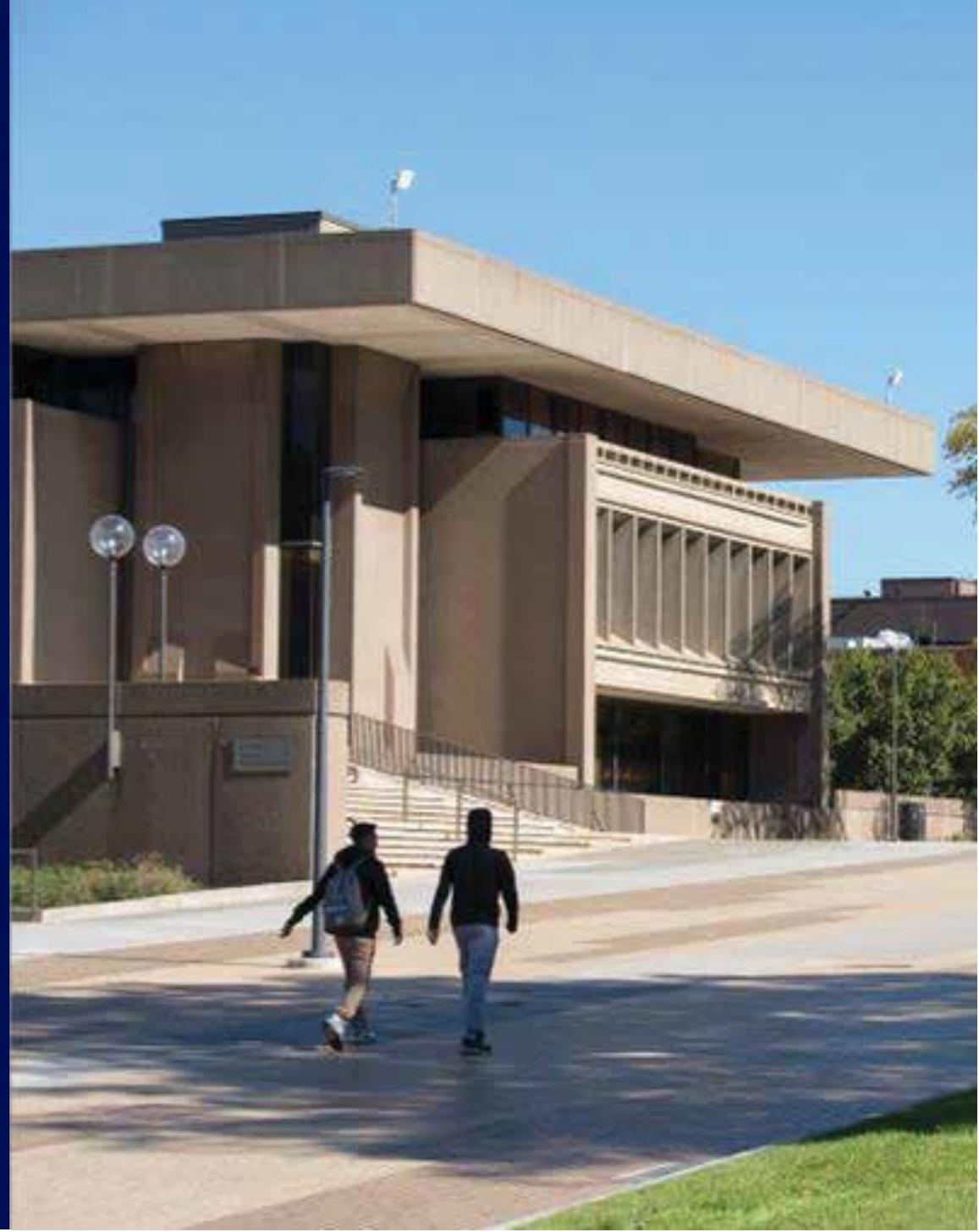
Research Methodology: Interviews

- Through conducting individual interviews with Millennials, our team was able to accommodate various work and lifestyle schedules, gather information in a one-on-one setting that allowed for free flowing of information as it relates to their work positions and personal life experiences.
- Purpose: Due to the short timeframe for data collection and our limited connections with
 - Millennials, interviews were utilized instead of a focus group. Interviews allowed us to gain sentiment through real-time conversation.
- Four Millennials participated in interviews
- Questions were consistent with the questions asked in the focus group
- Questions were open-ended and participants were given as much time as they needed to answer and showcase their views.
- Participant requirements:
 - Must be a Millennial
 - Must have experience with remote work or school
 - Must have obtained a bachelor's degree, or is currently pursuing a degree

Focus Group & Interview Questions

1. We asked participants to check their screen time on their smartphones and reflect.
 - Are you satisfied with the time you spend on your phone? Whether you feel over connected or not connected enough, how does it make you feel?
2. Do you feel like you're the same person now compared to the person you were before the COVID-19 pandemic?
 - Do you partake in similar habits, activities, etc.?
 - Do you view the world differently?
3. How often do you feel connected (tapped in) to work or school when you're not meant to be working?
4. How has the recent U.S. political cycle impacted your thoughts and behaviors?
 - List three words that describe your thoughts and feelings about the future based on the U.S. political system
5. Based on our discussion today (connectivity, remote work, COVID-19, and the United States political cycle), how have the topics we've discussed positively or negatively impacted your mental health?

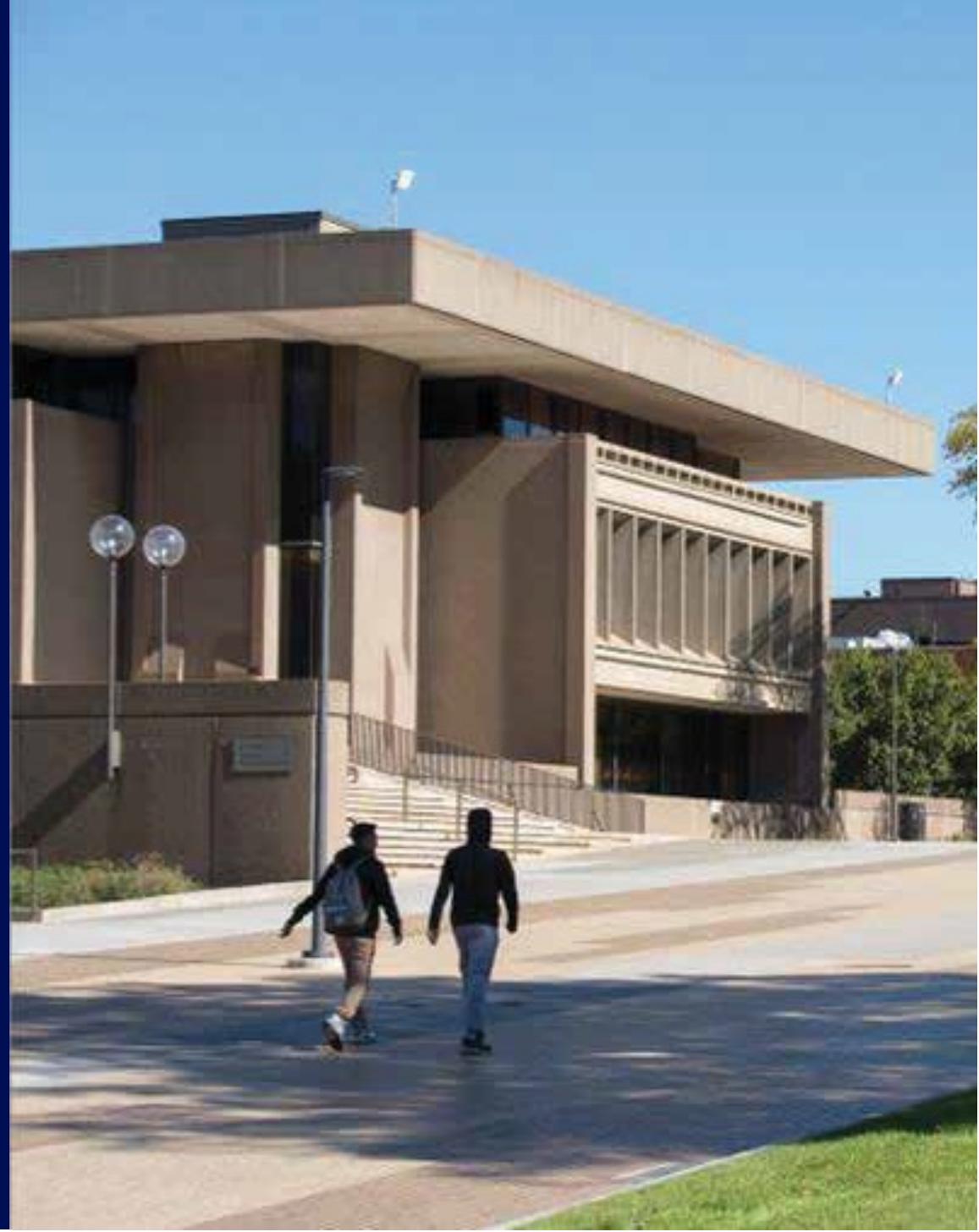
Key Takeaways



Key Takeaways

- Generation Z is more dissatisfied with constant connectivity habits than Millennials.
- Both Generation Z and Millennials find it difficult to disconnect due to remote work.
- Generation Z and Millennials struggle the most with anxiety and depression compared to other mental health conditions.
- Generation Z people are slightly more dissatisfied with the political cycles in the U.S. than Millennials are.
- The COVID-19 pandemic has somehow changed the way both Generation Z and Millennials view the world and politics.

Recommendations



Recommendations

1. Based on our findings, Generation Z is not satisfied with their amount of social media usage and how social media has negatively impacted their mental health. This information is important when considering the best way to approach mental health issues for this generation. PR practitioners and healthcare professionals can use this information to inform strategies when addressing mental health issues that Generation Z experiences.
- **Audience:** Generation Z
 - **Strategy:** Advocate for the mental health and wellbeing of Generation Z through the promotion of disconnecting from social media and screens.
 - **Tactics:** While it may seem counterintuitive, our research shows that Generation Z spends a significant amount of time on social media, specifically on Instagram and TikTok. We believe utilizing these platforms to launch a social campaign surrounding the need to disconnect would resonate with Generation Z.
 - **Future research:** Our findings show that Millennials mostly feel dissatisfied, and Generation Z mostly feels satisfied with the current political climate. Based on this information, we believe there's opportunity for future research regarding how satisfaction with political climate correlates to age and political affiliation.

Recommendations (Cont.)

2. Based on our findings, Generation Z and Millennials find it difficult to disconnect due to remote work. This is valuable for both healthcare providers and organizations that have employees that engage in remote work to understand and address. Healthcare providers and PR practitioners can utilize this research to inform their communication strategy when wanting to address mental health concerns amongst Generation Z and Millennials. Efforts amongst healthcare providers to combat the mental health effects that arise due to high levels of connectivity and remote work should be increased through education and awareness. This can be achieved through partnerships with leading organizations that utilize remote work and are currently implementing outstanding mental health resources, to amplify its importance in today's working culture.

- **Audience:** Generation Z and Millennials
- **Strategy:** Partnering with leading organizations that utilize remote work to amplify the importance of mental healthcare.
- **Tactics:** Utilize the PESO model (Paid, Earned, Shared, Owned media) to diversify the ways in which the issue is communicated. It is clear through our data that Generation Z and Millennials utilize social media, but both generations also mentioned a fondness for finding time to spend away from social media and their phones. Utilizing traditional forms of paid media such as television commercials or advertising could amplify the message. Additionally, partnering with influencers that are connected to the message, to ensure authenticity, can humanize the issue and make Generation Z and Millennials feel less alone. Finally, partnering with organizations that are paving the way for the future of work and supporting employee wellbeing can act as a catalyst for change across industries that utilize remote work.
- **Future Research:** Our findings find that both Generation Z and Millennials find it difficult to disconnect due to remote work. Future research could examine the industries that require or utilize the most remote work, and examine the current strategies used to address mental health.

Recommendations (Cont.)

3. Based on our findings, it is clear that Generation Z has grown up in a society that allows them to be open and free when it comes to discussing their mental health issues and journey. Therapy and other forms of professional help have become extremely normalized, so naturally Generation Z is more likely to talk to their friends and family about their struggles and seek out help and support when they need it. To this end, it is imperative that Millennials feel the same level of support. Our recommendation has the end goal of normalizing the discussion of mental health issues and support in the Millennial generation. Introducing the idea of therapy from a support group perspective would be one way that the generation could start normalizing the conversation surrounding mental health.

Using Facebook and Instagram to promote this support group would be the best way to reach Millennials with mental health struggles, specifically those with struggles because of social media.

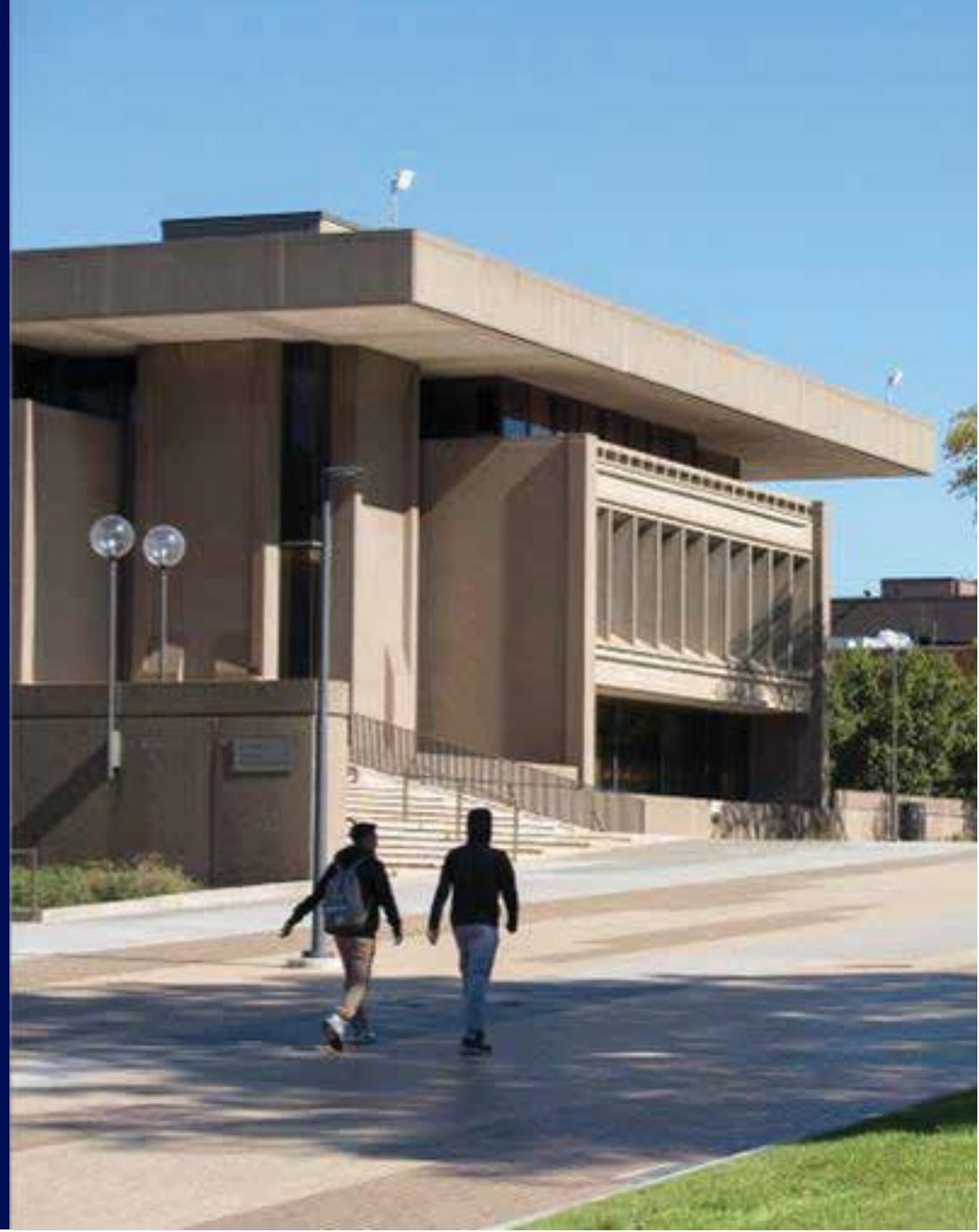
- **Audience:** Millennials
- **Strategy:** Normalize the conversation surrounding mental health issues by organizing and advertising a support group.
- **Tactics:** Based on our prior research, we found that Millennials are on Facebook and Instagram the most out of any other social media platforms. So, utilizing those two platforms to advertise the focus group, we would be able to reach the intended audience who may have experience with social media increasing their mental health issues.
- **Future Research:** Our findings illustrated that the greatest number of both Generation Z and Millennials had mental health issues, specifically being diagnosed with and/or experiencing symptoms of anxiety and depression most often. So, in the future, we believe there could be an opportunity to focus on each of those mental health issues specifically and determine the causes, the timelines of when these issues have increased and potentially the long-term effects of these issues presenting themselves at such a young age.

Recommendations (Cont.)

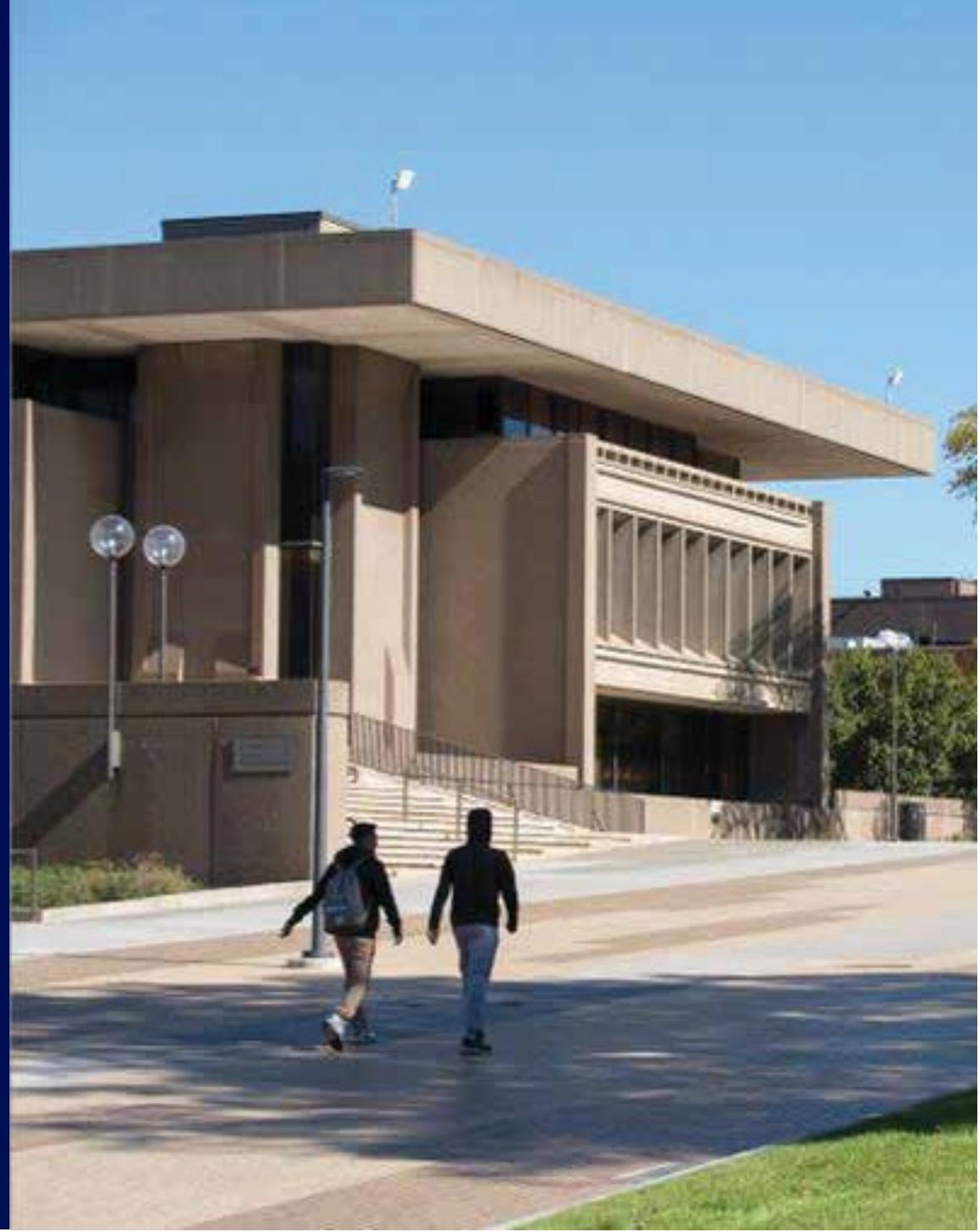
4. Based on the data collected from our research, we have found that individuals in Generation Z as well as Millennials find that following the COVID-19 pandemic they have become more aware of social, political, and other issues in the communities surrounding them. Additionally, most Generation Z and Millennial people are not quite satisfied with the political climate in the U.S., especially after the pandemic. This awareness has further led to a decline in mental health. To address these findings we suggest increases in marketing and services offered during election periods (national and local) and at times of political turmoil without taking a political stance. Healthcare professionals along with their PR teams can devise email communications, online advertisements, and in-office pamphlets with information on mental health services available as well as tips for moments when news has an immediate impact on mental health.

- **Audience:** Generation Z and Millennials
- **Strategy:** Partnering with political organizations to educate them on the effects of stress during political elections.
- **Tactics:** Utilize various forms of media, inspired by the PESO model, to reach a broader audience, that includes media sources that Generation Z and Millennials engage in.

Appendices



Study 1: Appendix



Appendix A

Social Listening Coding Sheet

Study 1: The Impact of Loneliness Post-Pandemic and Immersed in the Upcoming Political Election

	A	B	C	D	E	F	G
1		Social Media Platform (e.g., Facebook)	Search Terms (e.g., literacy, men, social media, intergenerational)	Date (September-Now) Note: Write the month, day, and year. 0 = missing data; N/A= not applicable.	Age of person who posted the information (0=missing data; N/A=not applicable); 1=under 18; 2=18-24; 3=25-40; 4=41-60; 5=61+	Race and Ethnicity (0=missing Data; N/A=not applicable)	Gender (0=missing data; N/A= not applicable; 1=Male; 2=Female; 3=Other)
2	1-	Twitter (X)	loneliness, suicide	8/22/22		0	5 1
3	1-	BBC article	african american females, loneliness	May 2023		0	2
4	1-	STATISTA	black female family size	2022		0	2 2
5	1-	National Library of Medicine	social support, black family				
6	1-	MDPI	loneliness, stress, black adults				
7	1-	What Works Wellbeing	Social issues, black female	10/3/2019			
8	4-	Springer Link	Pandemic, black americans	1/24/2022		0	2 2
9	4-	News Bureau	Pandemic, black females	2/27/23		0	2 2
10	4-	National Library of Medicine	Black female, COVID-19, loneliness	7/25/23		0	2 2
11	4-	Sage Journal	Black female, COVID-19, loneliness	9/22/2021		0	5 2
12	4-	YouTube	Lonely, COVID-19, black female	5/4/2022			
13	4-	YouTube	Lonely, COVID-19	5/26/2023			5 2
14	5 -	YouTube	loneliness, mentalhealth	5/2/2023		0	7 0
15	5 -	(121) Shahrazad Ali On Why Loneliness Is	loneliness, mentalhealth, Black women	10/6/2023		2	7 2
16	5-	Sage Journal	black gender, politics, loneliness	2/20/2022		0	2
17	5-	PubMed Central	COVID-19, Health disparities, Black women	12/2/2022		0	2
18	5-	OXFORD ACADEMIC	loneliness, COVID-19	3/1/2023		0	7
19	5-	ScienceDirect	loneliness, African Americans	1/1/2018		2	2
20	5-	natural reviews psychology	loneliness, COVID-19, family and social lives	9/23/2023		0	7
21	3-	Multi-Level Determinants of Food Insecurity	African American, Pandemic	02/16/2023	N/A	N/A	1
22	3-	(121) Black Women & Mental Health UN	African American, Mental Health, Pandemic	4/29/2020		0 N/A	N/A
23	3-	(25) A 'GMA' Digital Conversation: Breakin	African American, Mental Health, Pandemic	5/18/2022		0 N/A	N/A
24	3-	YouTube	Black women, mental health, declining	9/11/2020		0	2 N/A
25	3-	Delayed Medical Care of Underserved Mi	Food Insecurity, Mental health, Ethnicity	9/20/2023		0 N/A	N/A
26	3-	(25) The mental health stigma in African A	Stigma, Mental Health, Black women	05/23/2023		0	2 2
27	2-	https://www.healthline.com/health/ment	Black women, mental health, Pandemic	06/10/2020		0	2 2
28	2-	https://www.essence.com/health-and-wel	Black women, Covid-19, well-being, mental he	N/A			
29	2-	Reproductive Health	Black women, loneliness, pregnant	8/25/2023			
30	2-	Sage Journal	Black women, loneliness, culture	10/29/2019			
31	2-	Mary Ann Libert, Inc.	Black women, loneliness, covid	8/12/2023			
32	2-	Ideastream Public Media	Black women, loneliness, covid	5/10/2023			

Appendix A continued.

Study 1: The Impact of Loneliness Post-Pandemic and Immersed in the Upcoming Political Election

Social Listening Coding Sheet

	A	B	H	I	J	K
1		Social Media Platform (e.g., Facebook)	Sentiment (Brief Description)	Sentiment Keywords (a minimum of one and a maximum of 5) Note: 0=missing data; N/A=not applicable	Location (0=missing; 1=Syracuse; 2=Other (specify))	Relevancy to your research objective (1=relevant; 2=not relevant; have a note of why)
2	1-	Twitter (X)	loneliness; mental health; suicide	Loneliness, suicide		0 1; expert interviewed on loneliness
3	1-	BBC article	1:3 black loneliness; black females more at risk; shame	Loneliness, Blacks, stigma	2-UK	1; report on loneliness released through Mental Health Foundation
4	1-	STATISTA	Black family single household	Black/African American Female Single Households		0 1; Black female single household highest percentage 4.15 million in 2022
5	1-	National Library of Medicine				
6	1-	MDPI				
7	1-	What Works Wellbeing				
8	4-	Springer Link	Coping strategies amongst African Americans at the early stages of Covid-19	Coping, African American	2-Tennessee	1; briefly mentions loneliness
9	4-	News Bureau	COVID effects on black and Latina women's mental health	Mental health, black	2- Illinois	1; briefly mentions loneliness
10	4-	National Library of Medicine	Black women's physiological distress during the pandemic	Mental health, black female	2- Kentucky	1; briefly mentions loneliness
11	4-	Sage Journal	Loneliness among black pregnant women	Pregnant black female	2 - Florida	1; focuses on loneliness
12	4-	YouTube				
13	4-	YouTube	How loneliness impacts our physical and mental health	Loneliness		
14	5-	YouTube	The real challenge with loneliness is that a lot of people who are lonely will try really hard to no longer be lonely	Loneliness		0 1; focuses on loneliness around world
15	5-	(121) Shahrazad Ali On Why Loneliness is	Black women privately face more serious mental health issues	Mental health, black female	2-US	1; focuses on mental health with black female
16	5-	Sage Journal				
17	5-	PubMed Central				
18	5-	OXFORD ACADEMIC				
19	5-	ScienceDirect				
20	5-	natural reviews psychology				
21	3-	Multi-Level Determinants of Food Insecurity	Lack of medical attention for older African Americans	chronic disease, Covid-19, medical attention, ethnic	America	1
22	3-	(121) Black Women & Mental Health UN	Mental health in AA community needs to be discussed	Therapy, Covid, mental health, AA women, AA men		0 1
23	3-	(25) A 'GMA' Digital Conversation: Breakin	Mental health for black women	Strong black women, mental health,		0 1
24	3-	YouTube	Mental health for black women	Strong black women, mental health, vulnerability		1
25	3-	Delayed Medical Care of Underserved Mic	Determinants of Food insecurity in college minorities	Food insecurity, Mental health, Determinants, pande		0 2, it is not too relevant to black people specifically
26	3-	(25) The mental health stigma in African A	Stigma on mental health in black community and how to help black women	Mental health, stigma		0 1
27	2-	https://www.healthline.com/health/ment	Addressing the mental health problem for BW in pandemic and tips to improve	Black women, mental health, tips, pandemic		0 1
28	2-	https://www.essence.com/health-and-we				
29	2-	Reproductive Health				
30	2-	Sage Journal				
31	2-	Mary Ann Liebert, Inc.				
32	2-	Ideastream Public Media				

Appendix B

Qualtrics Survey Screenshots



Start of Block: Introduction

Q24 **Study Title:** GEN X & GEN Z: The Impact of Loneliness Post-Pandemic and Immersed in the Upcoming Political Election

Purpose of the study: We are a group of Syracuse University students conducting a survey on the impact of loneliness on people's mental health.

Approximate duration of the study: 10-15 minutes

Anticipated benefits from this study: You will earn credit from your panel provider when you complete this survey.

Faculty Advisor Contact Information: Hua Jiang, Associate Professor, Department of Public Relations, S.J. Newhouse School of Public Communications, Syracuse University. email: hjiang07@syr.edu.

Confidentiality: Your responses are completely anonymous and no identifying information will be collected during the course of this survey.

If you are 18 years or older, have read and understand the above statement, please proceed to indicate your consent to participate in this study. Thank you!

Yes, I intend to participate in this survey. (4)

No, I decline to participate in this survey. (5)

Skip To: End of Block If Study Title: GEN X & GEN Z: The Impact of Loneliness Post-Pandemic and Immersed in the Upcoming P... = No, I decline to participate in this survey.

End of Block: Introduction

Start of Block: Demographics

Q50 Do you feel lonely?

Never (1)

Occasionally (2)

Sometimes (3)

Often (4)

Always (5)

Q38 I constantly associate my worry & fear of mental health symptoms with being lonely.

Strongly Disagree (1)

Disagree (2)

Neutral (3)

Agree (4)

Strongly Agree (5)

I never feel lonely, so this question doesn't apply to me. (6)

Appendix B continued.

Qualtrics Survey Screenshots

Q26 Indicate how often you feel the way described in each of the following statements.

	Never (1)	Occasionally (2)	Sometimes (3)	Often (4)	Always (5)
I feel in tune with the people around me. (1)	<input type="radio"/>				
I lack companionship. (2)	<input type="radio"/>				
There is no one I can turn to. (3)	<input type="radio"/>				
I do not feel alone. (4)	<input type="radio"/>				
I feel part of a group of friends. (5)	<input type="radio"/>				
I have a lot in common with the people around me. (6)	<input type="radio"/>				
I am no longer close to anyone. (7)	<input type="radio"/>				
My interests and ideas are not shared by those around me. (8)	<input type="radio"/>				
I am no longer close to anyone. (9)	<input type="radio"/>				
I am an outgoing person. (10)	<input type="radio"/>				
There are people I feel close to. (11)	<input type="radio"/>				

Study 1: The Impact of Loneliness Post-Pandemic and Immersed in the Upcoming Political Election

I feel left out. (12)	<input type="radio"/>				
My social relationships are superficial. (13)	<input type="radio"/>				
No one really knows me well. (14)	<input type="radio"/>				
I feel isolated from others. (15)	<input type="radio"/>				
I can find companionship when I want it. (16)	<input type="radio"/>				
There are people who really understand me. (17)	<input type="radio"/>				
I am unhappy being so withdrawn. (18)	<input type="radio"/>				
People are around me but not with me. (19)	<input type="radio"/>				
There are people I can talk to. (20)	<input type="radio"/>				
There are people I can turn to. (21)	<input type="radio"/>				

Appendix B continued.

Qualtrics Survey Screenshots

Q35 Where do you seek help for any physical health condition(s) you may have? **Please check all that apply.**

- Primary Doctor's Office (1)
- Online Resources (2)
- Community Support Group (3)
- Friends & Family (4)
- Deal with it on your own (5)
- Other (please specify): (6)

Q30 How often do you engage in physical exercise or activities that promote your physical well-being?

- Daily (1)
- Several Times a Week (2)
- Once a Week (3)
- Rarely (4)
- Never (5)

Q32 Please indicate your level of agreement with the following statement.

I think my physical health and lifestyle choices positively contribute to my mental well-being.

- Strongly Disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly Agree (5)

Appendix B continued.

Qualtrics Survey Screenshots

Q34 Do you have existing **mental** health conditions? **Please check all that apply.**

- Depression (1)
 - Anxiety (2)
 - Loneliness (3)
 - Personality Disorder (4)
 - Eating Disorder (5)
 - Trauma or Stress-Related Disorder (6)
 - Psychotic Disorder (7)
 - Other (please specify): (9)
-
- I have no mental health conditions. (10)

Q36 Where do you seek help for any mental health condition(s) you may have? **Please check all that apply.**

- Psychologist or Psychiatrist (2)
- Online Resources (3)
- Community Support Group (4)
- Friends & Family (5)
- Deal with it on your own (6)
- Other (please specify): (7)

Q40 If you had mental health concerns, how comfortable would you be with discussing them with healthcare professionals?

- Very Uncomfortable (1)
- Uncomfortable (2)
- Neutral (3)
- Comfortable (4)
- Very Comfortable (5)

Appendix B continued.

Qualtrics Survey Screenshots

Q43 How has loneliness affected your daily life (select all that apply):

- Sleep Disturbances (1)
- Appetite Changes (2)
- Difficulty Concentrating (3)
- Fatigue or Low Energy (4)
- Reduced Motivation (5)
- Social Withdrawal (6)
- Other (please specify): (7)

Q49 How comfortable do you feel discussing your mental health concerns with healthcare professionals?

- Very Uncomfortable (1)
- Uncomfortable (2)
- Neutral (3)
- Comfortable (4)
- Very Comfortable (5)
- Not Applicable (6)

Q42 Who would be your primary support system when you had mental health problems?

- Family & Friends (1)
- Spiritual or Religious Community (2)
- Support Groups (3)
- Professional Counselors or Therapists (4)
- Other (please specify): (5)

Appendix C

Social Media Posts



HHS Public Access
Author manuscript
Am J Orthopsychiatry. Author manuscript; available in PMC 2021 September 10.

Published in final edited form as:
Am J Orthopsychiatry. 2020 ; 90(4): 468–478. doi:10.1037/ort0000448.

Social Isolation from Family and Friends and Mental Health among African Americans and Black Caribbeans

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Institute for Social Research, University of Michigan

Harry Owen Taylor, MPH, MSW, Ph.D.,
Center for Aging and Human Development, Duke University

Ann W. Nguyen, Ph.D.,
Jack, Joseph and Morton Mandel School of Applied Social Sciences, Case Western Reserve University

Linda M. Chatters, Ph.D.
School of Social Work, School of Public Health, Institute for Social Research, University of Michigan

Home > Blog > Experiencing loneliness as a Black, or minority ethnicity, person

Oct 3, 2019 | by Olivia Field

Experiencing loneliness as a Black, or minority ethnicity, person

Loneliness



International Journal of
*Environmental Research
and Public Health*



Article

Do Loneliness and Per Capita Income Combine to Increase the Pace of Biological Aging for Black Adults across Late Middle Age?

Steven R. H. Beach^{1,2,*}, Eric T. Klopack³, Sierra E. Carter⁴, Robert A. Philibert⁵, Ronald L. Simons⁶, Frederick X. Gibbons⁷, Mei Ling Ong¹, Meg Gerrard⁷ and Man-Kit Lei⁶

Appendix C continued.

Social Media Posts



Loneliness is causing our physical and mental health to suffer | DW News

DW News
4.88M subscribers

Subscribe

2.1K



Share

Save



Empirical—Quantitative

Correlates of Psychological Distress Among African American Young Adults During the COVID-19 Pandemic

Journal of Black Psychology
2023, Vol. 0(0) 1–24
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DOI: 10.1177/00957984231191851
journals.sagepub.com/home/jbp



Brittany D. Miller-Roenigk¹, Jasmine K. Jester¹,
Danelle J. Stevens-Watkins¹, and Diane B. Francis²

Western Journal of Nursing Research
Volume 44, Issue 1, January 2022, Pages 23–30
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<https://doi.org/10.1177/01939459211043937>



Research Reports

Loneliness and Depressive Symptoms among Pregnant Black Women during the COVID–19 Pandemic

Carmen Giurgescu¹, Ana Carolina Wong², Brooke Rengers², Sarah Vaughan³,
Alexandra L. Nowak⁴, Mercedes Price³, Rhonda K. Dailey⁵, Cindy M. Anderson²,
Deborah S. Walker⁶, and Dawn P. Misra³

Appendix C continued.

Social Media Posts



The screenshot shows the top portion of an ESSENCE website article. At the top, there is a navigation bar with the ESSENCE logo, a search icon, and a 'SUBSCRIBE' button. Below this is a secondary navigation bar with categories: CELEBRITY, FASHION, BEAUTY, LIFESTYLE, ENTREPRENEURSHIP, NEWS, SHOPPING, VIDEO, EVENTS, STUDIOS, and GIRLS UNITED. The main content area features a sub-header 'HOME • HEALTH AND WELLNESS' and a large title 'ESSENCE Releases 'Impact Of COVID-19 On Black Women' Study'. Below the title is a summary: 'BLACK WOMEN SAY THE PANDEMIC HAS MOST NEGATIVELY IMPACTED THEIR EMOTIONAL WELL-BEING (64%) AND MENTAL HEALTH (63%), WITH 43% SAYING IT HAS ALSO NEGATIVELY IMPACTED THEIR PHYSICAL HEALTH.'



Article

Delayed Medical Care of Underserved Middle-Aged and Older African Americans with Chronic Disease during COVID-19 Pandemic

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Contents lists available at ScienceDirect

SSM - Mental Health

Journal homepage: www.journals.elsevier.com/ssm-mental-health

Shouldering the load yet again: Black women's experiences of stress during COVID-19

Jolaade Kalinowski^{a,*}, Heather Wurtz^{b,d}, Madeline Baird^b, Sarah S. Willen^{b,c}

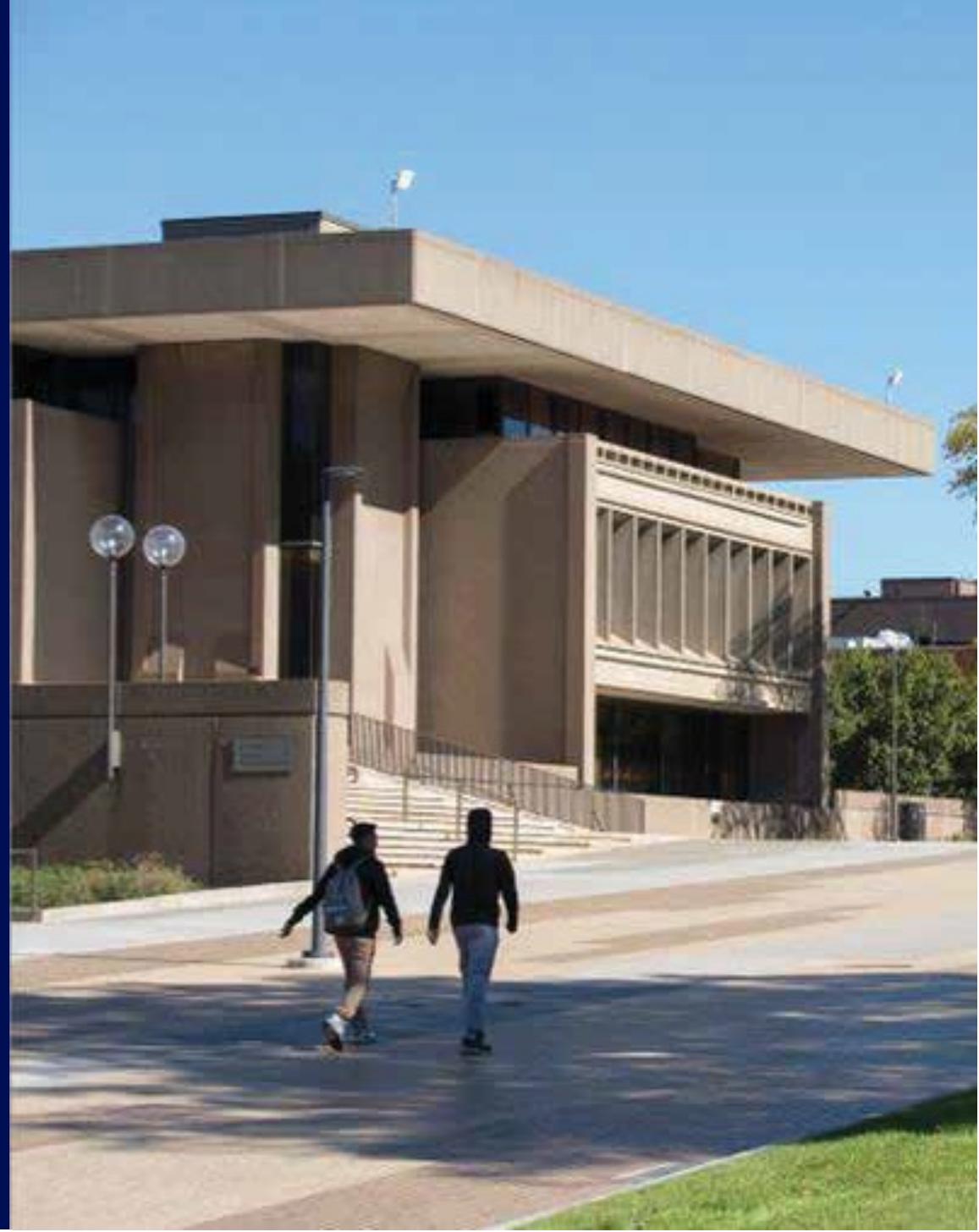
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Study 3: Appendix



Appendix A. Social Listening Analysis: Coding Sheet

Social Media Platform	Search Terms (e.g., literacy, men,	Date (September-Now)	Sentiment	Sentiment Keywords (a minimum of one	Location (0=missing; 1=Syracuse; 2=Other (speci	Photo or image (1=yes; 2=no)	Sentiment of Photo or Image	
X	Depression	October 2023	1	privilege, grateful		2,	2	0
X	Gen Z	October 2023	2	permanently, scarred		0	2	0
X	Hyper-connectivity	October 2023	2	exhausted, anger, revenge		0	2	0
Instagram	Gen Z	October 2023	2	study, COVID-19, worst		0	1	3
X	Hyper connected, Gen z	October 2023	2	breakdown, valid		0	2	0
X	remote work, gen z	October 2023	3	desire, reflects		0	1	3
Reddit	Millennials	October 2023	2	understand, hate, stress		0	2	0
Reddit	Millennials	October 2023	2	ill, rotting, worthless, poor		0	2	0
Reddit	Millennials	October 2023	2	tired		0	2	0
Reddit	Millennials, anxiety	October 2023	2	struggle		0	2	0
Reddit	Millennials, stress	October 2023	2	insecure		0	2	0
Reddit	Millennials, stress	October 2023	2	hopeless		0	0	0
X	Mental health, gen z	October 2023	1	struggle, important		0	1	1
X	Mental health, gen z, technology	October 2023	2	materialistic		0	2	0
X	Mental health, gen z, support	October 2023	1	work, self-aware, accomplishment, love		2, New York	2	0
X	Mental health, millennial, work	October 2023	2	pretend, pointless, performative		2, England	2	0
X	Mental health, millennial, gen z, work	October 2023	3	expansive definition, toxic work environment		0	2	0
X	Mental health, social media, technology	October 2023	3	protect, block, peace		0	2	0
Facebook	Remote work, mental health	October 2023	3	Blurred lines, burnout, isolation, gratitude, flexibil		0	1	1
Facebook	Mental health support	October 2023	1	combat stigma, encourage, support		2, England	2	0
Facebook	Mental health, gen Z	October 2023	3	mental health days, combat burnout		0	1	3
LinkedIn	Mental health, gen Z, work, remote work	October 2023	3	confusion, resistance, conflict, depression, anxiet		0	1	1
LinkedIn	Mental health, millennials, remote work	October 2023	1	results, productivity, win-win, mental health		0	1	1
LinkedIn	Mental health, gen z, remote work	October 2023	3	debate, gen z, hybrid		0	1	3
X	Mental health, millennials	October 2023	2	mental health issues, discussion, having to be "on"		0	2	0
X	Mental health, millennials	October 2023	2	undiagnosed, elder millennial, *messed		0	2	0
X	Mental health, millennials	October 2023	3	millennial, take a toll, understand		2; New York	2	0
X	Mental health, millennials	October 2023	2	pretend, hate, pointless, mental health, mh service		2; England	2	0
X	Mental health, gen z	October 2023	2	person community		0	2	0
X	Mental health, gen z	October 2023	2	selfish, boomers, millennials, gen z, depressed, nc		2; Connecticut	2	0

Study 3: Examining Connectivity and Mental Health Amongst Generation Z and Millennials

Appendix B. Online Qualtrics Survey

Study 3: Examining Connectivity and Mental Health Amongst Generation Z and Millennials

*How old are you?

- Under 18
- 18-26
- 27-42
- 43-58
- 59-77
- 77+

*What is your highest level of education?

- High school or equivalent; You've earned a high school diploma or General Equivalency Diploma (GED)
- Technical or occupational certification
- Associate degree
- Some college coursework completed
- Bachelor's degree
- Master's degree
- Doctorate degree
- Professional degree

*What is your gender?

- Male
- Female
- Non-binary / third gender
- Other (Please Specify)
- Prefer not to say

Have you ever worked in a remote environment? (School or Professional)

- Yes
- No

*Please indicate the racial or ethnic group(s) with which you most identify.

- African American/Black
- Asian American/Asian
- Hispanic/Latinx
- Middle Eastern/North African
- Native American/Alaskan Native
- Native Hawaiian/Other Pacific Islander
- White
- Preferred response not listed (please specify):

*What is your annual household income level?

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$199,999
- \$200,000 and above

Appendix B. Online Qualtrics Survey

Study 3: Examining Connectivity and Mental Health Amongst Generation Z and Millennials

*Have you been diagnosed with mental health conditions?

- Yes
- No

*Do you experience symptoms of a mental health condition?

- Yes
- No

*Select the statement that most accurately reflects your experience.

- I currently seek professional help for my mental health issues and will continue to do so.
- I have had professional help for my mental health issues and plan to do so again in the future.
- I have never had professional help for my mental health issues, but plan to do so in the future.
- I have never had professional help for my mental health issues and do not plan to seek help.
- I do not experience mental health issues, therefore I do not need to seek help.

*Please check the following diagnosed or undiagnosed mental health issues you've experienced (**please check all that apply**):

- Anxiety
- Depression
- Bipolar disorder
- Post-Traumatic Stress Disorder (PTSD)
- Schizophrenia
- Eating Disorders (Anorexia, Bulimia, Nervosa, Binge-Eating, etc.)
- Disruptive behavior and dissocial disorders
- Neurodevelopmental disorders (ADHD, Autism Spectrum Disorder, etc.)
- Substance Abuse disorder
- Other (Please Specify)
- I have not experienced a diagnosed or undiagnosed mental health issue

Appendix B. Online Qualtrics Survey

Study 3: Examining Connectivity and Mental Health Amongst Generation Z and Millennials

*For the following questions, please rate your level of agreement with each statement.

Strongly disagree Disagree Neutral Agree Strongly Agree

I feel comfortable talking about my mental health.	<input type="radio"/>				
I encourage others to talk about their mental health.	<input type="radio"/>				
I feel comfortable seeking out mental health resources and/or professional help.	<input type="radio"/>				
Others around me struggle with their mental health.	<input type="radio"/>				
Others around me often discuss their mental health.	<input type="radio"/>				

*Do you rely on your smartphone to stay connected for professional reasons?

- Yes, I rely on it exclusively.
- Yes, I rely on it to a large extent.
- Yes, I rely on it, but only use it sometimes.
- No, I mainly use my other electronic devices instead of my smartphone.
- No, I don't have a smartphone.

*Do you rely on your smartphone to stay connected for personal/family reasons?

- Yes, I rely on it exclusively.
- Yes, I rely on it to a large extent.
- Yes, I rely on it, but only use it sometimes.
- No, I mainly use my other electronic devices instead of my smartphone.
- No, I don't have a smartphone.

*Please identify the top 3 social media platforms you use. **Please PICK ONLY THREE.**

- Facebook
- Instagram
- Snapchat
- TikTok
- X (Formerly Twitter)
- Reddit
- Pinterest
- Other (Please specify)

Appendix B. Online Qualtrics Survey

Study 3: Examining Connectivity and Mental Health Amongst Generation Z and Millennials

*On average, how many hours do you spend on social media every day?

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-5 hours
- More than 5 hours

*What is the color of the sky? **(Please check orange. This question is an attention checker.)**

- Blue
- Orange

*For the following questions, please rate your level of agreement with each statement.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied with my general amount of screen time.	<input type="radio"/>				
I am satisfied with the amount of time I spend on social media.	<input type="radio"/>				
I am satisfied with the content I consume on social media.	<input type="radio"/>				
I use social media to stay connected with friends and family.	<input type="radio"/>				
I use social media to stay connected professionally.	<input type="radio"/>				
Social media has positively affected my mental health.	<input type="radio"/>				
I find it difficult to disconnect from others (e.g., friends, family and colleagues) when using social media.	<input type="radio"/>				

Appendix B. Online Qualtrics Survey

Study 3: Examining Connectivity and Mental Health Amongst Generation Z and Millennials

*Please indicate your response to each of the following questions.

	Very unlikely	Somewhat unlikely	Neutral	Somewhat likely	Very likely
How likely are you to seek a job that is fully remote?	<input type="radio"/>				
How likely are you to seek a job that is hybrid?	<input type="radio"/>				
How likely are you to seek a job that is fully in-person?	<input type="radio"/>				

*For the following questions, please rate your level of agreement with each statement.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel more productive working remotely.	<input type="radio"/>				
Working remotely supports my mental health.	<input type="radio"/>				
Working remotely improves work-life balance.	<input type="radio"/>				
I find it difficult to disconnect from work when working remotely.	<input type="radio"/>				
My organization provides adequate support and resources for mental health while working remotely.	<input type="radio"/>				

*The COVID-19 pandemic impacted my mental health:

<input type="radio"/>				
Very Negatively	Negatively	No impact	Positively	Very Positively

*I developed a mental health condition due to the COVID-19 pandemic

Yes

No

*Since the COVID-19 pandemic, my awareness of social, political, etc. issues has _____

Increased

Decreased

Stayed the same

*For the following questions, please rate your level of agreement with each statement.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Since the COVID-19 pandemic, I have become more active on social media.	<input type="radio"/>				
I am hopeful for my future after the COVID-19 pandemic.	<input type="radio"/>				

Appendix B. Online Qualtrics Survey

Study 3: Examining Connectivity and Mental Health Amongst Generation Z and Millennials

*Are you registered to vote in the United States of America?

- Yes
- No

*Please identify which of the following channels you consume news.
Please check all that apply.

- Television
- Newspaper
- Online Articles
- Social Media
- Online video platforms
- Other, please specify

*Did you vote in the 2020 U.S. Presidential election?

- Yes
- No
- No, I was ineligible to vote.

*Have you participated in elections within the last 3 years?

- Yes
- No
- No, I was ineligible to vote.

*For the following questions, please rate your level of agreement with each statement.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Since the COVID-19 pandemic, the political turmoil in the U.S. has positively affected my mental health.	<input type="radio"/>				
I seek out more political content to improve my mental health.	<input type="radio"/>				

*I am ___ with the political climate in the United States.

- Very dissatisfied
- Dissatisfied
- Neither Dissatisfied Nor Satisfied
- Satisfied
- Very satisfied

Appendix B. Online Qualtrics Survey

Study 3: Examining Connectivity and Mental Health Amongst Generation Z and Millennials

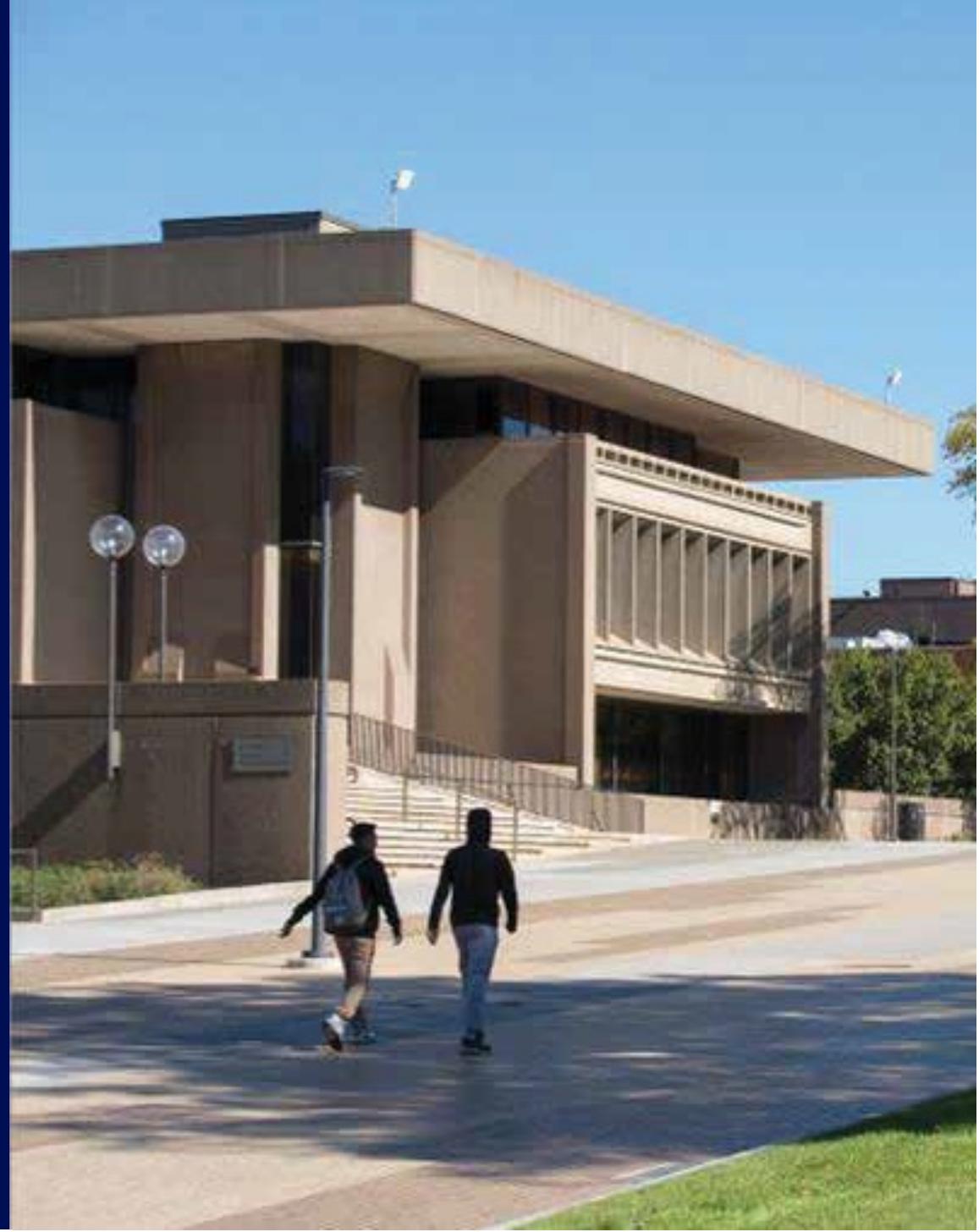
*Please indicate your response to each of the following statements.

	Very Negative	Negative	Neutral	Positive	Very Positive
In general, I view the conversations I have surrounding mental health as _____.	<input type="radio"/>				
Overall, the social media content I consume is _____.	<input type="radio"/>				
In general, I view the conversations I have surrounding remote work as _____.	<input type="radio"/>				
Overall, the COVID-19 content I consume is _____.	<input type="radio"/>				
Overall, the political content I consume is _____.	<input type="radio"/>				

*Considering all aspects of my digital consumption, I feel _____.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overly disconnected	Disconnected	Neutral	Appropriately Connected	Overly connected

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